

## SUGGESTING A MOVEMENT FOR GREATER TIDINESS

(From the Maritime Merchant.)

If one takes a walk these days in the suburbs or about the residential streets an hour or so before sundown, he will see the man with the rake busily engaged in tidying about this premises. Tidiness is a virtue which too many people in this country have been slow to cultivate, and it is satisfactory to witness any breaking away from an indifference to the aspect of one's environment which we inherited from the country's pioneers. Our forefathers were perhaps not to blame if they felt it was enough for them to hew down the forest and clear the land, with out bothering to clear up all the debris that surrounded their houses or care much about the beauty of their immediate surroundings, particularly in view of the fact that very rarely did visitors from other parts penetrate to the solitary settlements. But to-day we no longer have the pioneers' excuse, nor their lack of incentive to better things; for as a matter of fact the times call for a distinctly different attitude towards these matters than prevailed in the old days and has been retained in most localities down to the present day. In fact the whole point of view has changed. Once upon a time tidiness was regarded merely from an aesthetic standpoint, but to-day it has very practical bearings, particularly in relation to sanitation and to the more utilitarian question of commercial assets. Accordingly, whatever our pioneer forebears may have had to say for themselves in extenuation of their default in this respect, people who are careless now about keeping their premises tidy, cannot so readily be excused.

Tidiness nowadays is a real business asset, in testimony whereof, we point to the remarks one hears quite frequently, about Wolfville, as a residential town. You will hear them say that when they have money enough to retire they propose to buy a place in Wolfville. And why Wolfville? Well, largely because at Wolfville there is a community effort to keep the place in the best of order continually. Wolfville because of this fact is a pleasant place to live and it is worth a great deal to the storekeepers of Wolfville that this should be so. Real estate too is benefitted as well as general business; the same people who buy property there afterwards become buyers of other things.

In the Maritime Provinces most of people are agreed that we should like to have a large tourist trade, not that we so specially love the tourist as because we are peeding his money. And this being so, it must follow that the more attractive we make the places where our people live the more likely is there to be a response to our invitation to strangers to come and see us.

Hence the reason for greater interest in tidiness, and in view of the benefit he is likely to derive from it, the local merchant should take the lead in such a movement, and for that purpose, there is no time like the present. This is the season of the year when every merchant throughout the country should be trying to create a community spirit in favor of tidiness. Let them go to it.

But alas! we fear that too often merchants are themselves offenders in this respect. One day last year while motoring up country we stopped at the store of one of our subscribers, a prominent and successful merchant, and as we gave it "the once over" what "hit us in the eye" was the condition of the store's back yard. It was absolutely littered with boxes, crockeryware crates, and rubbish of one sort or another; an eyesore to the community. We said to ourselves: "Can it be that this man pays no attention to what he reads in the Merchant? For have we not been preaching to him on this subject of tidiness for many, many years?" Organizations should be started in every community throughout the province for the purpose of carrying on a sustained effort for more tidiness. We hope they will be, for though we may never be very wealthy, we certainly can be tidy. We are far from being as tidy as we ought to be at present.

It is estimated that sixteen million persons attend moving picture theatres in the United States every day.

## THE LADIES' AID

The old church bell had long been cracked. Its call was but a groan. It seemed to sound a funeral knell. With every broken tone. "We need a bell," the brethren said. "But taxes must be paid; We have no money we can spare—Just ask the Ladies' Aid."

The shingles on the roof were old; The rain came in down rills; The brethren slowly shook their heads And spoke of monthly bills. The Chairman of the board arose, And said, "I am afraid. That we shall have to lay the case Before the Ladies' Aid."

The carpet had been patched and patched. Till quite beyond repair, And through the aisles and on the steps The boards showed hard and bare. "It is too bad," the brethren said; "An effort must be made To raise an interest on the part Of members of the Aid."

The preacher's stipend was behind; The poor man blushed to meet The grocer and the butcher as They passed him on the street; But nobly spoke the brethren then; "Pastor, you shall be paid! We'll call upon the treasurer Of our good Ladies' Aid."

"Ah!" said the men, "the way to heaven Is long and hard and steep; With slopes of ease on either side, The path 'tis hard to keep. We cannot climb the heights alone; Our hearts are sore dismayed; We ne'er shall get to heaven at all Without the Ladies' Aid."

## MOTIVE POWER OF BUSINESS IS PUSH

"Business is like a wheelbarrow," declared Charles Estey, speaking at a convocation of commerce students at the University of Chicago. "You must push it to make it go. It is business suicide to sit back and try to save money by cutting down advertising in the hope of retrenching."

"During the war the most successful companies advertised even while the Government was demanding their entire output and they were unable to supply a single article for public consumption. They advertised because they didn't want the consumer to forget them when they were ready to come back again."

Ask for Minard's and take on other.

## FORESTS AND WATER POWER

We are just as callous and indifferent over the destruction of our natural resources. People seem to lose sight of the fact that the wiping out of large forest areas by fire also means the obliteration, to a large extent, of our water power so that the permanency and utilization of this great asset is also jeopardized; threatening not only the development of our industries, but also transportation facilities and the thousand and one other necessities of life which modern ingenuity has provided for our comfort, entertainment, and pleasure.—Deputy Fire Marshall Lewis, Ontario.

## GOOD FOR LAWYERS

Sometimes it seems to us that if our law-making bodies met only once in about eight or ten years living would be easier. We are accumulating so many laws, needful and otherwise, that soon it will be necessary to have the advice of a lawyer before undertaking the simplest business.

## NO WONDER HE WANTED THEM!

Little Bobby one day went to buy a pair of trousers with his mother. After being shown almost every pair of trousers in the store, he said that he wanted the pair in the window. His mother wondered why. When the salesman took the pair from the window they bore the sign, "These trousers cannot be beat."

## Advertise in The Acadian



YARMOUTH, N. S.

Fishermen and Campers Quick Relief

PUT A BOTTLE IN YOUR OUTFIT

## PLUMBING and HEATING

After having 5 years experience in Halifax and Montreal, I am prepared to do all classes of this work. Estimates given on all new work. Repairs promptly attended to.

J. R. WAKEHAM

Phone 294.

WOLFVILLE, N. S.

## Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE  
STEAMSHIP "PRINCE GEORGE"  
Spring Schedule - Two Trips Weekly  
FARE \$9.00

Leave Yarmouth Tuesdays and Fridays at 6.30 P.M.

Return:—Leave Boston Mondays and Thursdays at 2 p.m. (Daylight Saving Time)

For staterooms and other information apply to

J. E. KINNEY, Superintendent, Yarmouth, N. S.

**FITS**

Stinson's home treatment for epilepsy. Twenty years' success. Thousands of testimonials. No case should be considered hopeless. Write immediately for free booklet. Wm. Stinson Remedy Co., of Canada

2611 Yonge Street, Toronto, Ontario



## The Crusted Bread For Curly Heads

Remove the sanitary wrapper that keeps Robinson's Butter-Nut Bread sweet and fresh and untouched by hands.

Take a look at the golden top crust, broken into crystals in baking. Appetising—delicious!

The best bread for your children because untouched by hands in the baking or delivery. And best because made of the finest materials—fresh milk, table salt, granulated cane sugar, Fleischmann's Yeast, refined shortening and Regal Flour. At good dealers!



## Butter-Nut Bread

From Robinson's Kitchens




We Sell and Recommend



Insist on getting Wood's Coffee when ordering, do not accept substitutes. Wood's Coffee has been on the market in Wolfville over twenty years and is still going strong.

Sole Agent for Wolfville:

W. O. PULSIFER, PHONE 42

## Have you a Twenty Pay Life Policy?

A true story of a Canada Life Policy issued over forty years ago.



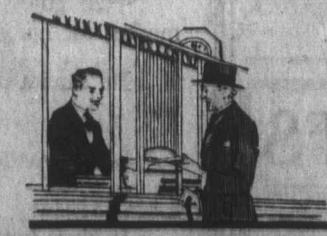
At age 30 he secured a \$5,000 Twenty Pay Life Policy



At age 35 he received his first Dividend, which was added to the Policy



At age 50 he received notice that his Policy, with 20 years' Dividends, was fully paid for.



At age 70 he withdrew the cash value for his personal use. For years he had \$5,000 protection, and the cash value with dividends now amounted to \$6,140. He had paid only \$2,830 in premiums.



If he so desired the company would have given him this \$6,140 as a monthly income of \$66.50 for life.

A Policy on your life will do much towards carrying out your intentions—whether you live or die.

Nothing can absolutely replace your life—but a policy will in some measure offset the financial loss which will come to those who now look to you for support

It may pay off the mortgage, supply food and clothing for your family, keep the children at school.

It may be all that is left of your life work—to keep you in comfort in your old age.

But—your Policy must be large enough.

## The Twenty Payment Life

policy is selected by many for the following reasons.

Premiums cease in twenty years—therefore your policy will be fully paid for before you reach later life—when your earning power will have declined.

Cash values increase year by year, and after the third annual premium the policy cannot lapse as long as sufficient value exists.

Dividends are paid during the twenty years and as long as the policy remains in force thereafter.

After one year the policy is indisputable, and you may reside or travel in any part of the world, or engage in any occupation (except aviation) without affecting your insurance.

A twenty pay life policy will provide an amount in event of death equal to twenty or thirty times the annual premium, and produce an estate of \$2,000, \$5,000, \$10,000, or more as arranged.

## An Easy Savings Plan

These active progressive years of life in which you are earning the most money are the years in which premiums can be most easily met.

Twenty years is a convenient period and premiums spread over that length of time are moderate and easy to handle.

## If You Are Insurable

—do not delay decision on this important matter—delays are dangerous.

## Canada Life

H. E. WOODMAN  
District Representative,  
WOLFVILLE

Canada Life Assurance Company, Wolfville  
Dear Sir—Without obligation on my part, please send me particulars of your Twenty Payment Life Policy.

Name \_\_\_\_\_ Address \_\_\_\_\_ Date \_\_\_\_\_ day of \_\_\_\_\_ 1922